

# METHOD OF ANALYZING INTERNET ADVERTISING EFFECTS

## ABSTRACT

A method of evaluating Internet advertisement effectiveness that involves collecting Internet activity information associated with a multitude of cookies, and storing the information in a database. An advertisement strategy is generated for evaluation, and a plurality of user segments are established, each having a different Internet activity characteristic. An advertising strategy is assigned to each segment. When a user visits a site where an advertisement is to be served, a cookie is determined. The stored Internet activity information for the cookie is retrieved, and based on the retrieved information, the cookie is assigned to a user segment associated with the retrieved Internet activity information. Then, an advertisement is served based on the assigned advertising strategy.